

Docket No.: 56915-045

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Customer Number: 20277

Richard C. FUISZ, et al. : Confirmation Number:

Serial No.: Continuation of Appl. No.
09/351,143 : Group Art Unit:

Filed: March 22, 2004 : Examiner:

For: METHODS FOR DETERMINING CUSTOMER MOTIVATIONS IN PURCHASING
DECISIONS

INFORMATION DISCLOSURE STATEMENT

Mail Stop Information Disclosure Statement
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In accordance with the provisions of 37 C.F.R. 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached form PTO-1449. It is respectfully requested that the references be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement is being filed within three months of the U.S. filing date OR before the mailing date of a first Office Action on the merits. No certification or fee is required.

The references were cited by or submitted to the U.S. Patent and Trademark Office in parent application Serial No. 09/351,143, filed July 12, 1999, which is relied upon for an earlier

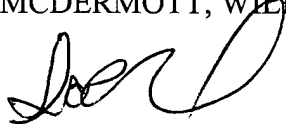
Continuation of Appl. No. 09/351,143

filing date under 35 USC 120. Thus, copies of these references are not attached. 37 CFR 1.98(d).

Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account 500417 and please credit any excess fees to such deposit account.

Respectfully submitted,

MCDERMOTT, WIEL & EMERY

A handwritten signature in black ink, appearing to read 'Scott D. Paul', is written over the firm name.

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SERIAL NO.
Continuation of App. No.
09/351,143

APPLICANT
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FILING DATE
March 22, 2004

GROUP

U.S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

EXAMINER'S INITIALS	CITE NO.	Foreign Patent Document Country Codes - Number 4 - Kind Codes (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines Where Relevant Figures Appear	Translation	
						Yes	No
		JP 7-237083	09/1995	Hyodo			
		JP 2000-099101	03/2000	Watanabe			
		JP 2-66482	03/1990	Homma et al.			

OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER'S INITIALS	CITE NO.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
		Patent & Trademark Office, Examination Guidelines for Computer-Related Inventions – Final Version, published on 2/27/1996.
		Amazon.com, Amazon.com Buying Information..., total 23 pages, copyrighted 1996-2002.
		JOHNSON, DERWENT-ACC-NO: 1999-428802, "Computerized merchandise discount processing method in grocery and general merchant stores, 7/13/1999.
		TAI, WO0099422941A1, "Match-code-responsive selecting/capturing of POS whole-transactions-data", 8/26/1999.
		BECKER et al., DERWENT-ACC-NO: 2002-338065, "Information providing system for online shopping, transmits and receives information simultaneously between broadcasting station and user terminals respectively through identical or different information transfer paths", 1/10/2002.
		JIBIKI et al., DERWENT-ACC-NO: 1999-428802, "Computerized merchandise discount processing method in grocery and general merchant stores", 7/13/1999.
		From http://www.findarticles.com , "The hovering salesclerk is replaced by a computer, Newsbytes New Network, 6/16/2000.

EXAMINER

DATE CONSIDERED

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.